

The Institute for Research and Technical Assistance Presents:

Textile Cleaning Sunday Showcase!!

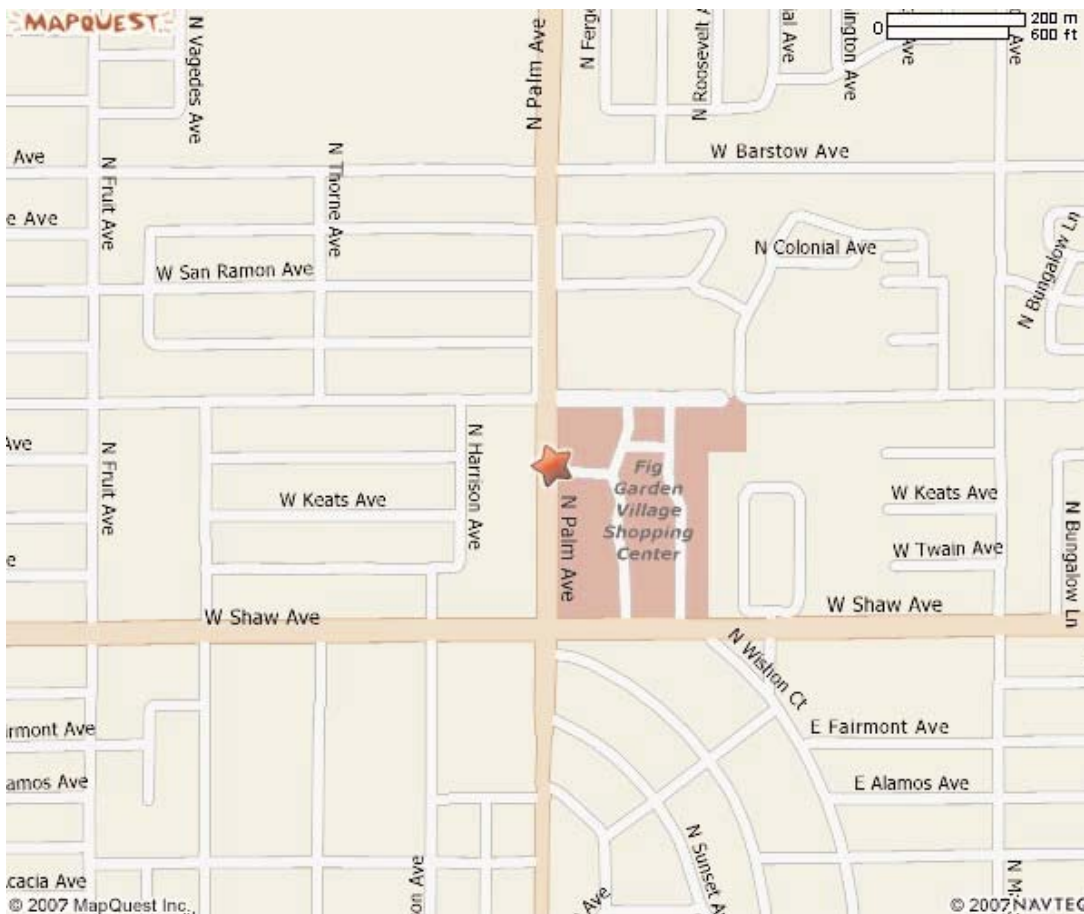
Sunday August 19, 2007, 9AM to 3PM, at Mastercraft® Solvent Free Dry Cleaning
Fig Garden Village 5142 N. Palm Ave., Fresno, CA 93704

The California Air Resources Board (CARB) recently adopted a phaseout of perchloroethylene (PERC) dry cleaning by 2023. Cleaners need to adopt alternative technologies as soon as possible. This showcase is part of the AB 998 non-toxic and non-smog forming grant demonstration program. It is fully sponsored by CARB with a contribution from Cal/EPA's Department of Toxic Substances Control (DTSC.) The grant demonstration program will provide dry cleaners an opportunity to view the operations. It will also provide technical assistance and training, and educate cleaners on the benefits, cost and overall effectiveness of the alternative technologies.

Mastercraft® Solvent Free Dry Cleaning has a wet cleaning machine and a Green Jet machine, which rely on water and detergent to clean garments. Mastercraft® has been operating for more than five years with this equipment, and this facility was one of the first to use the Green Jet technology. The cleaner previously used a PERC machine.

The owner, Steve Berglund, and his facility manager will be available to answer questions other cleaners have about spotting, finishing and cleaning with the alternative technologies. Green Jet equipment suppliers will also be present to answer questions about equipment operation. Representatives of regulatory agencies including CARB, DTSC, U.S. EPA and the San Joaquin Valley Air Pollution Control District will attend to answer questions.

The Institute for Research and Technical Assistance (IRTA), a nonprofit organization, is presenting the showcase. IRTA has worked on PERC dry cleaning alternatives for many years. For information on the showcase or alternatives, please call IRTA at 818-244-0300, email us at irta@earthlink.net or visit us online www.irta.us.



Showcase hours are:
9AM to 3PM

Presentations by
owner Steve Berglund
and his facility manager
at:
10AM, 12PM & 2PM

Complementary
refreshments will be
available all day at the
showcase.

Mastercraft® Solvent
Free Dry Cleaning is
located at:

Fig Garden Village
5142 N. Palm Ave.
Fresno, CA 93704

Fresno Cleaner Adopts Water-Based Cleaning Technology

Mastercraft® Solvent Free Dry Cleaning, a high-end textile cleaner with 1,750 square feet, is located in the Fig Garden shopping center in Fresno. Steve Berglund, owner of Mastercraft®, has nearly 40 years of experience in the textile cleaning industry. He has a total of seven patents and 13 trademarks. Mastercraft® offers unique personalized services includ-

ing Super Shirt which combines a patented collar shaper, sleeve holder and cuff links for laundered shirts and the convenient Handy Hamper®, an express bag designed by Berglund.

Over the years, Mastercraft® has received several awards. Mastercraft® was honored as best-in-the-nation in design, marketing and promotion by the American Dry Cleaning magazine in 1982. In 2006, the magazine gave the shop the Outstanding Niche Operation award.



In 2002, Mr. Berglund purchased a Green Jet machine which uses a spray of water and detergent to clean garments. He was one of the first cleaners in the nation to adopt this technology. Says Mr. Berglund, "Mastercraft® has always been a leader." He closed down a perchloroethylene (PERC) dry cleaning machine at the same time. "I saw the writing on the wall and thought PERC would be phased out. I wanted to use a safe technology that would reduce the risk to my workers and cus-



tomers," says Mr. Berglund. The California Air Resources Board recently adopted a regulation that will gradually phase out PERC dry cleaning by 2023.

The shop uses both wet cleaning and the Green Jet equipment. Many of Mastercraft's® upscale customers' garments are not heavily soiled so they are easily cleaned in the Green Jet. About half the garments cleaned in the shop are wet cleaned and half are processed through the Green Jet. "Until recently, I didn't have a humidity controlled dryer for the wet cleaning system or tensioning equipment for the finishing," says Mr. Berglund. "The structured garments, like a man's suit jacket, for example, are easily finished if they go through the Green Jet."



The cost of using the Green Jet is lower than the cost of using PERC. "I want to be progressive in terms of the environment and health but I also must have a profitable business," says Mr. Berglund. "I'm saving money and doing the right thing at the same time."

Annualized Cost Comparison for Mastercraft® Natural Cleaning

	PERC	Green Jet
Annualized Capital Cost	-	\$1,295
Solvent Cost	\$3,600	-
Detergent Cost	\$300	\$1,170
Electricity Cost	\$4,000	\$4,000
Gas Cost	\$2,500	-
Spotting Labor Cost	\$5,460	\$6,552
Finishing Labor Cost	\$18,428	\$18,428
Maintenance Labor Cost	\$2,040	\$320
Maintenance Equipment Cost	\$1,470	-
Compliance Cost	\$370	-
Waste Disposal Cost	\$1,839	-
Total Cost	\$40,007	\$31,765

Free Textile Cleaning Showcase!

Sunday August 19th, 2007

- Regulations require cleaners to phase out PERC dry cleaning machines and adopt alternative technologies.
- Talk to a cleaner successfully using water-based technologies, wet cleaning and Green Jet, for over five years!
- Talk to Green Jet equipment suppliers, government agency representatives and IRTA's cleaning alternative experts.
- Get information on performance and cost of showcase cleaner's water-based systems.
- Get information on safer spotting chemicals.
- Learn how to comply with phaseout regulations cost effectively.



Nonprofit Organization
U.S. POSTAGE
PAID
Glendale, CA
PERMIT NO. 99

IRTA
Institute for Research and
Technical Assistance
230 N. Maryland Ave., Suite 103
Glendale, CA 91206
website: www.irta.us



**Free Textile
Cleaning Showcase!!**

Presented by IRTA

Sunday August 19th

9AM to 3PM at
Mastercraft® Solvent Free
Dry Cleaners

For more information, call
IRTA at:
818-244-0300